

Table 5a

Importance of sales to consumers, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	32,400	11,400	27,300	1,400
IT.....	9,700	5,300	1,900	2,400	S
Manufacturing.....	3,000	1,900	400	600	S
Communication.....	1,600	500	300	700	S
Computer related services.....	5,100	2,900	1,100	1,100	S
Non-IT.....	62,700	27,100	9,500	24,900	1,200
Manufacturing.....	39,300	20,200	5,500	12,600	S
Transportation & public utilities.....	8,500	3,100	1,700	3,500	S
Finance, insurance & real estate.....	11,900	2,400	1,500	7,900	S
Engineering & AAB services.....	2,900	1,300	700	800	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	9,800	5,200	10,700	S
\$5M to \$9.9M.....	17,800	8,600	2,600	6,400	S
\$10M to \$24.9M.....	16,100	8,800	2,000	5,200	S
\$25M to \$50M.....	6,000	2,500	800	2,500	S
Above \$50M.....	5,900	2,600	800	2,500	S
Innovators ¹	34,400	16,100	5,100	12,900	S
IT.....	7,000	3,700	1,400	1,700	S
Manufacturing.....	1,500	900	300	300	S
Communication.....	1,200	400	300	500	S
Computer related services.....	4,300	2,500	900	900	S
Non-IT.....	27,400	12,400	3,800	11,100	S
Manufacturing.....	15,300	8,700	S	4,900	0
Transportation & public utilities.....	3,700	1,400	800	1,500	S
Finance, insurance & real estate.....	6,900	1,600	900	4,300	S
Engineering & AAB services.....	1,500	700	400	400	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	4,700	2,100	4,500	S
\$5M to \$9.9M.....	8,100	4,200	1,200	2,600	S
\$10M to \$24.9M.....	7,700	3,700	1,000	2,800	S
\$25M to \$50M.....	3,500	1,700	S	1,600	0
Above \$50M.....	3,700	1,800	500	1,300	S
Noninnovators ¹	37,000	16,200	5,900	13,800	1,100
IT.....	2,600	1,500	500	600	S
Manufacturing.....	1,500	1,000	S	200	S
Communication.....	400	S	S	200	S
Computer related services.....	800	400	S	S	S
Non-IT.....	34,300	14,700	5,400	13,200	S
Manufacturing.....	23,500	11,500	3,600	7,500	S
Transportation & public utilities.....	4,600	1,800	900	1,900	S
Finance, insurance & real estate.....	4,800	S	S	3,400	S
Engineering & AAB services.....	1,400	600	300	400	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	5,200	2,800	5,700	S
\$5M to \$9.9M.....	9,500	4,400	1,400	3,700	S
\$10M to \$24.9M.....	8,400	5,000	900	2,300	S
\$25M to \$50M.....	2,500	S	S	1,000	S
Above \$50M.....	2,200	S	S	S	0

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 2c: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is the sales to consumers market to your company's long term business strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.